GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Tourism Promotion – Releasing of Advertisement in " You & I" English monthly magazine, July, 2015 issue through **M/s WE MEDIA (INDIA) PVT. LTD.,** Banjara Hills, Hyderabad – Publication charges – Sanction of amount Rs.50,000/- – Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.RT.No. 310 **Dated: 21-12-2015**

Read the following:-

1. Government Letter No. 1744/OSD/PMU/2015, Dated: 12-06-2015.
2. Invoice from M/s WE MEDIA (INDIA) PVT. LTD, Dt. 1.7.2015

*****

O R D E R:

To promote Tourism destinations of Andhra Pradesh State, the Tourism Department has been releasing advertisements to be published in various magazines on regular basis, as a part of promotional initiative. As a follow up of these initiatives, A.P. Tourism Department released a Full Page colour Advertisement/Advertorial to be published in " You & I" English monthly magazine, July, 2015 issue through M/s WE MEDIA 0INDIA) PVT. LTD., Banjara Hills, Hyderabad. After publication of the advertisement, the agency submitted a bill amounting to Rs.50,000/- for arranging payment.

2. Government after careful examination of the matter, hereby sanction an amount of Rs.50,000/- (Rupees Fifty Thousand Only) towards publication of the advertisement in " You & I" English monthly magazine, July, 2015 issue to M/s WE MEDIA (INDIA) PVT. LTD.

3. The amount sanctioned at Para – 2 above shall be debited to the following Head of Account:

"3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to Tourists – Schemes included in PLAN, 11- Normal State Plan, SH (13)-Advertisements for promotion of Tourism – 260. Advertisements, Sales & Publicity Expenses".

4. The Accounts Officer and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at Para – 2 above and disburse the same to M/s WE MEDIA (INDIA) PVT. LTD., through Bank. The details of the Bank Account is as follows:

Bank Name	:	HDFC Bank
Branch Name	:	Banjara Hills
Account No.	:	05212320002433
IFSC Code	:	HDFC0000521
PAN No.	:	AAACW7522N

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

NEERABH KUMAR PRASAD
PRINCIPAL SECRETARY TO GOVERNMENT

To
M/s WE MEDIA (INDIA) PVT. LTD**.,** Banjara Hills, Hyderabad
The Assistant Secretary to Government & Drawing and Disbursing Officer,
YAT & C Department.
The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad.
Copy to:
The YAT & C (PMU - Claims) Department.
SF/SCs.

// Forwarded : : By Order//

SECTION OFFICER